

Beverly Hills

CHAMBER OF
COMMERCE

The Beverly Hills Chamber of Commerce was organized and incorporated in 1923. Its history records as presidents: William E. Wood, J. L. Kennedy, Ralph Shull, A. C. Heegaard, Harrison Lewis, Richard Hargreaves, Edward E. Newman, and the present chief executive, John R. Scantlin. The following officiate as officers and members of the board of directors: Frank Burnaby, first vice president; George R. Barker, second vice president; Earl C. Jameson, treasurer; Milo Bekins, Harry Bennett, Carl Bickel, Wm. F. Brandt, Fred L. Cook, Wm. J. Gage, Chas. J. Griffin, Allanson M. Hewes, Wm. B. Hunnewell, Marvin C. Park, J. K. Stewart, Arthur R. Thompson and A. E. Wilson. Ralph J. Wade is serving his first year as secretary-manager.

The chamber has progressed consistently, until now with a membership of approximately 600, including a large number of prominent local, state and national personages, the organization is looked upon as one of the most active of chambers of commerce. The proportion of membership in ratio to the city's population is considered very high by the Chamber of Commerce of the United States, of which it is a member.

Among the many things achieved for the citizenry is the publication of this directory, the eighth issued, the majority of which were compiled by the Western Directory Co. These directories are issued as a service to the community at a great expense, the receipts from advertising being the only compensation. They are delivered free of charge to every home and place of business in Beverly Hills.

The chamber works in conjunction with the City Officials and is the clearing house for the community. It cares for the taxpayer, the large and small home-owner, the retired and the professional citizen, and the retail merchant.

Other monumental work of the chamber includes a wide range of publicity covering the United States and Europe. The leading magazines and periodicals of the world are publishing photos of Beverly Hills as the city of beautiful homes, and, in cooperation with the city, Beverly Hills has gained an enviable reputation for the beautiful floats entered in the Tournament of Roses at Pasadena, securing three grand sweepstake prizes consecutively.

The Beverly Hills Chamber of Commerce is a service organization, interested in building up every phase of the social, civic, economic, and cultural life of Beverly Hills. It is supported wholly by voluntary membership of \$25.00 per year, membership being open to all residents of the city and to business and professional interests.

FACTS

About Beverly Hills

Founded in 1907

City of the Sixth Class, Incorporated 1914.

Is in the Fourth Supervisorial District, Fifty-sixth Assembly District, and the Thirty-fourth Senatorial District.

Population (1930 Census) 17,428.

Population (1931 Directory): 21,252. There are 10,626 names in this directory of adults over 18 years of age, not counting the wife's name appearing in parenthesis following the husband's.

Area: $4\frac{7}{8}$ square miles.

Assessed Valuation (1930-1931): \$63,370,180.

Tax Rate: City, 98c; County, 88c; Schools, \$1.54; Flood Control, 10c, Metropolitan Water District, 3c. Total Tax: District No. 1, \$3.66; District No. 2, \$3.56.

Paved Streets: 96 miles, all lined with trees.

Streets Ornamentally Lighted 85 miles.

Area in Parks: 65 acres.

Number of growing trees 26,000.

Number registered voters: 6,460.

Number of gas meters: 6,103.

Number of water meters: 4,836.

School enrollment 4,700.

Average Rainfall: 15 inches.

Mean Average Temperature $62\frac{1}{2}^{\circ}$

Altitude: 200' to 900' above sea level.

Bank Deposits (January 1, 1931): \$17,246,000.

Building and Loan Deposits \$4,233,000.

Post Office Receipts (1930): \$159,576.00.

Building Permits (1930): \$5,865,990.00, of which 80.6% was devoted to residential structures.

Fifteen minutes from the beaches.

Thirty minutes to the heart of Los Angeles.

One to fifteen minutes to nine golf clubs.

Miscellaneous Information

City Officials, Churches, Clubs, Civic Organizations, Board of Education,
Public Schools, Fraternal Orders and Abbreviations

CHAMBER OF COMMERCE

Office—9437 Santa Monica Blvd., Room 201; CRestview 4126
President—J. R. Scantlin
First Vice President—Frank Burnaby
Second Vice President—Geo. R. Barker
Treasurer—Earl C. Jameson
Secretary-Manager—R. J. Wade
Assistant Secretary—Irene Stalker

BEVERLY HILLS CITY GOVERNMENT

City Hall—Crescent Drive, OXford 6181
All offices in City Hall, unless otherwise specified

City Council—Paul E. Schwab, Mayor; E. E. Spence, William E. Record,
Fred L. Cook and Fred M. Shelton.
Attorney—Richard Waltz
Bath House—W. J. Hamrick, Supt.; La Cienega Boulevard, corner Gregory
Way, OXford 2211
Building Inspector—O. Barnwell
Clerk—B. J. Firminger
Electrical Inspector—O. Barnwell
Engineer—Wm. R. Metz
Fire Chief—L. B. Canfield
Health Dept.—332 Beverly Professional Bldg., CR. 5505; Dr. Charles F.
Nelson, Dr. James W. Young, Asst.
Judge—S. W. P. Strelinger
Park Superintendent—Geo. V. Chapman
Playground Superintendent—W. J. Hamrick
Plumbing Inspector—O. Barnwell
Police Chief—C. C. Blair
Streets and Sewers Superintendent—Wm. R. Metz
Tax Collector—Wm. R. Metz
Treasurer—R. P. O'Connor
Water Department—H. E. Smith, secretary; C. L. Kimball, field superin-
tendent
Water Treatment Plant—John L. Perhab, Supt., 333 S. La Cienega Blvd.
After 5 P. M. call OX. 6184

COUNTY OFFICIALS LOCATED IN BEVERLY HILLS TOWNSHIP

Constable—Geo. W. Burnett, 801 W. Larrabee, West Hollywood; OX. 0552
Justice of the Peace—H. E. Billings, 801 W. Larrabee, West Hollywood;
OX. 5291

LIBRARIES

Beverly Hills Public Library, Mary Boynton, librarian; 401 No. Canon Drive,
OXford 6181; After 5:00 p. m. call OXford 6185. Open week days from
12:00 a. m. to 9:00 p. m., except open 10:00 a. m. Saturdays. Closed Sun-
days and holidays
Beverly Hills Book Shop, 9431 Brighton Way
Francis Orr Stationery Co., 349 No. Beverly Drive
Marian Hunter, 270 North Rodeo Drive
Martindale's Circulating Library, 9495 Santa Monica Boulevard
Woman's Exchange, 9434 Santa Monica Boulevard

POST OFFICE

Postmaster, J. Lewis Ross, 9622 Brighton Way; OXford 6502

Assistant Postmaster, Geo. M. Allan

Windows open 8:00 a. m., close 6:00 p. m., week days; closed Sundays; Lobby open daily 5:30 a. m. to 11:00 p. m.; Money order office opens 9:00 a. m., closes 5:00 p. m., week days.

Incoming mail ready for delivery 8:30 a. m., 1:00 p. m., 6:00 p. m.; Sundays 6:30 p. m.

Outgoing mail closes 7:30 a. m., 10:45 a. m., 1:15 p. m., 3:30 p. m., 4:45 p. m., 6:30 p. m., 9:30 p. m. Sundays 3:45 p. m. and 6:30 p. m.

Air mail deposited in Post Office before 3:30 p. m. will make connection with 7:00 p. m. plane leaving L. A.; mail deposited up to 6:30 p. m. will make connection with 12:00 midnight plane going North and mail deposited up to 9:30 p. m. will make connections going East the following morning.

PUBLIC SCHOOLS

Board of Education—Mrs. Elizabeth M. Millard, president; Clifford E. Hughes, clerk; Eugene Swarzwald, trustee; holds regular semimonthly business meetings.

District Superintendent—E. J. Hummel, office El Rodeo School, 605 Whittier Drive, OXford 4305. Residence phone CR. 8804.

Four Grade Schools comprise Beverly Hills' School District—Hawthorne, 624 N. Rexford Drive, OXford 6017; Beverly Vista, 200 So. Elm Drive; OXford 4605; El Rodeo de Las Aguas, 605 Whittier Drive, OXford 7707; Horace Mann, 126 S. Arnaz Drive, cor. Charleville Blvd., OXford 8607.

The Beverly Hills High School is embraced within the Los Angeles High School district. 241 Moreno Drive, OXford 7091.

PRIVATE SCHOOLS

Miss Luther's School; Berkeley Hall School; Beverly Hills Catholic School; Beverly Hills Secretarial School; Beverly-Wilshire Kindergarten; Beverly-Wilshire Secretarial and Coaching School; Anne Gfeller Kindergarten and Play School; Holmby College and Westlake School for Girls.

CHURCHES

All Saints' Church (Episcopal), Santa Monica Boulevard and North Camden Drive—Church School, 9:30 a. m. Sunday; Sunday service, 7:30 a. m., sermon, 11:00 a. m.; Rev. Wm. W. Fleetwood, priest in charge; res., 450 El Camino Drive, CRestview 5985.

Beverly Hills Community Church (Presbyterian), Santa Monica Boulevard and North Rodeo Drive, OXford 6307—Sunday School, 9:30 a. m.; Sunday services, 10:50 a. m. and 7:30 p. m.; Young People's Social, 5:45 p. m.; Young People's Societies, 5:30 p. m.; Dr. Arthur Lee Odell, pastor; res., 518 N. Camden Drive, OXford 8110.

Beverly Vista Community Church (United Presbyterian), Gregory Way at Elm Drive, CRestview 12478—Sunday School study, 9:45 a. m.; Morning worship, 11:00 a. m.; Rev. J. K. Stewart, pastor; res., 261 S. Elm Drive, CR 12478.

Church of the Good Shepherd (Catholic), Santa Monica Boulevard and No. Bedford Drive—Mass celebrated every Sunday, 6:30, 8:30, 10:30 and 12:00 noon; on Holydays of obligation, 6:30, 8:00, 10:30 a. m.; Confessions, Saturday, 4:00 to 6:00 p. m. and 7:45 to 9:00 p. m.; Rev. M. J. Mullins, pastor; residence, 505 No. Bedford Drive; phone OXford 5532.

First Church of Christ, Scientist, 142 South Rexford, OXford 9901; Oscar C. Reichart, reader; Sunday School, 8:30 a. m. and 9:30 a. m.; Sunday services, 11:00 a. m. and 8:00 p. m.; Wednesday night services, 8:00 p. m. Reading room, 331½ No. Beverly Drive, 9:00 a. m. to 5:00 p. m. on Wednesdays, all other week days, 9:00 a. m. to 9:00 p. m.; Sundays and Holidays, 2:00 p. m. to 6:00 p. m.; phone OXford 1711.

St. Luke's Methodist Episcopal Church, Robertson Boulevard and Whitworth Drive—Church School, 9:50 a. m.; Morning worship, 11:00 a. m.; evening services, 7:30 p. m.; Dr. F. J. Oaten, pastor, res. 419 Croft Ave., L. A., OXford 9689.

CLUBS AND ORGANIZATIONS

- American Legion, Beverly Hills Post No. 253—Clarence Singer, Commander, CR 4061; Paul Barton, 1st Vice Commander; Ray Morgan, adjutant, Crestview 3874. P. O. Box 802. Meets first and third Wednesdays of each month, in the Heegaard Building.
- Automobile Club of Southern California—9626 Wilshire Blvd., OXford 1008. C. C. Bollman, representative.
- Beverly Hills Bowling Green Club—George B. Newbery, pres., 527 North Rodeo Drive, OXford 6658; Ed Scholl, sec.; O. N. Beasley, treas.
- Beverly Hills Chess Club—H. I. MacMahon, sec.; 220 California Bank Bldg. OXford 2028.
- Beverly Hills Club—Clubhouse, 120 So. Roxbury Drive, OXford 1612. E. R. Payne, pres.; M. Kehlör, vice-pres.; J. R. Moiso, sec-treas.
- Beverly Hills Commercial Center Assn., 332 No. Canon Drive, OXford 5307; Harrison Lewis, pres.; Herbert K. Barber, sec.; Hal A. Lloyd, treas.
- Beverly Hills Community Players—Mrs. C. C. Craig, pres.; OXford 0555; Irene Townsend, treas., Wy 3971; Kenneth Campbell MacIver, sec.
- Beverly Hills Kiwanis Club—George E. Gable, pres., EXposition 4920; John W. Eagle, sec., OXford 6186. Luncheons every Thursday 12:15 noon, Beverly-Wilshire Hotel.
- Beverly Hills Lions Club—Larry Ewing, pres., OXford 3567; R. Glyn Smart, sec., OXford 6186. Luncheons every Tuesday, 12:15 noon, Beverly-Wilshire Hotel.
- Beverly Hills Realty Board—J. V. Westervelt, pres.; Jess Patten, sec.; W. B. Richards, treas.; Margaret Lies, asst. sec. 441 North Beverly Drive, OXford 9013.
- Beverly Hills Residential Protective Assn.—R. V. Morrison, pres., OXford 3495; W. W. Fowler, vice president and secretary; C. H. Wyant, vice president and treasurer.
- Beverly Hills Retail Druggists Assn.—Frank J. Homer, pres.; Eugene Gunther, sec-treas.; meets 2nd and 4th Fridays 1:30 p. m., Beverly-Wilshire Hotel.
- Beverly Hills Rotary Club—Marvin C. Park, pres., CR 3189; Ira N. Frisbee, sec.; Arthur Lynch, treas.; Harrol Smith, Frank Homer, sergeant at arms. Luncheons every Monday noon, Beverly-Wilshire Hotel.
- Beverly Hills Tennis Club—F. B. Alexander, pres.; Milton Holmes, sec-treas., 340 North Maple Drive, OXford 0376.
- Beverly Hills University Club—Mrs. Warren E. Libby, pres.; Mrs. Paul E. Schwab, 1st vice-pres.; Mrs. A. Emerson Newman, 2nd vice-pres.; Mrs. Walter W. Allen, sec.; Mrs. George Prindle, Jr., treas.; Mrs. Norman A. Pabst and Mrs. B. F. Good, directors. Meets 1st Monday of each month at homes of members.
- Beverly Hills Welfare League—Mrs. Richard Davis, pres.; Mrs. Earl Fischer, 1st vice-pres., CR 14678; Mrs. Wm. Ely Nelson, treas.; Mrs. Millar Hickox, rec. sec.; Mrs. Thomas Davidson, corresp. sec.
- Beverly Hills Woman's Club—Clubhouse, 1700 Chevy Chase Drive, OXford 2297. Regular meetings, second and fourth Tuesdays. Mrs. Karl F. Murdock, pres., OXford 5974; Mrs. Earl Fischer, 1st vice-pres., OXford 5243; Mrs. Charles J. Griffin, 2nd vice-pres., OXford 5434; Mrs. W. H. Gunther, 3rd vice-pres., OXford 6241; Mrs. Thomas Mason, 4th vice-pres., OXford 5617; Mrs. Ernest E. Ramsaur, rec. sec., OXford 8811; Mrs. G. Henry Mayr, corres. sec., OXford 4595; Mrs. Noel Hooker, general curator, OXford 3642; Mrs. Ben G. Martin, treas., OXford 8496; Directors: Mrs. Paul E. Schwab, OXford 4321; Mrs. Munro Montgomery, OXford 4681; Mrs. Frank Benham, OXford 5443.

CLUBS AND ORGANIZATIONS—Cont.

- Boy Scouts**—Troop 17 (sponsored by Kiwanis Club) meets at 7:30 every Monday evening at Hawthorne School. Thomas M. Mock, scoutmaster. Troop 30 meets at 7:30 every Friday evening at Beverly Vista School. Norman Whitmore, scoutmaster. Troop 33 (sponsored by Rotary Club) meets at 7:00 every Friday night at Beverly Vista School. Leonard Steimle, scoutmaster. Troop 37 (sponsored by Lions Club) meets at 7:30 every Monday night at Beverly Vista School. Louis Hanchett, scoutmaster. Troop 41 (sponsored by American Legion) meets at 7:30 every Friday night at El Rodeo School. Ted Lau, scoutmaster. Troop 42 (sponsored by Beverly Vista Community Church) meets at 7:30 every Friday night at Beverly Vista Community Church. Andrew Wells, scoutmaster.
- Beverly Hills Scout Band**—Rehearsals Tuesday and Thursday nights at Beverly Vista Community Church. Hi Lammers, director.
- Campfire Girls**—For information call Miss Cornelia Stevenson, executive, 1107 Security Bldg., 510 So. Spring St., Los Angeles, TUcker 6434.
- Canon Drive Development Association**—Harrison Lewis, pres., OXford 5307; C. A. Littleton, sec.; Robert L. Plues, treas.
- Daniel Boone's Junior Scout Organization** (sponsored by Beverly Vista Community Church). Charles Skutt, 418½ So. Maple Drive, director. Meetings at 7:00 o'clock every Friday evening at Beverly Vista Community Church.
- Girl Scouts**—For information call Mrs. Nan G. Harrison, district captain, OXford 6292.
- Troop 8—Beverly Vista School.
Troop 34—El Rodeo School.
Troop 37—Horace Mann School.
Troop 43—Hawthorne School.
Troop 47—Beverly Vista Community Church.
Troop 74—Beverly Vista School.
- Brownie Scouts**—Pack No. 2—Beverly Vista Community Church.
- Greater Beverly Boulevard Assn. (Western Division)**, 332 No. Canon Drive, OXford 5307. Harrison Lewis, pres.; F. O. Hammer, sec.; Arthur Rehbold, treas.
- Greater Beverly Drive Improvement Assn.**—M. M. Morris, pres.; Kenneth Brainard, 1st vice-pres.; Amos S. Benson, 2nd vice-pres.; Ruth A. Hubbard, 3rd vice-pres.; Richard L. Hargreaves, treas.; Arthur L. Erb, sec.; 436 No. Beverly Drive, OXford 1131.
- Ladies of the Lions Den**—Meets 1st Friday of each month at homes of members. Mrs. Roberta Ewing, pres., OXford 1728; Mrs. Naomi Kenyon, vice-pres., OXford 4594; Mrs. Helen McWhorter, sec.-treas., OXford 8577.
- Men's Club**—Lon J. Haddock, pres., OXford 6347; Paul E. Schwab, 1st vice-pres.; B. J. Firminger, 2nd vice-pres.; Roger Graham, sec.; Edward Lynde, treas. Meets fourth Thursdays of each month at 6:30 p. m., Beverly Hills Hotel.
- Randall Club Service**—9445 Wilshire Boulevard, OXford 7191.
- Republican Club of Beverly Hills**—M. J. Kavanaugh, pres., OX 4730; Fred L. Cook, sec.; Geo. R. Barker, treas.
- Republican County Central Committee (Fifty-sixth Assembly District)**—Harrison Lewis, chairman, OXford 5307; George R. Barker, vice-chairman, OXford 6114.
- Santa Monica Mountains Fire Prevention Association**—323 No. Beverly Drive, OXford 9003. Edward Owen, sec.-mgr.
- Third Street Major Artery Association**—332 No. Canon Drive, OXford 5307. Harrison Lewis, pres.; F. O. Hammer, sec.; Chas. Ransom, treas.
- Wilshire Boulevard Association of Beverly Hills**—8806 Wilshire Boulevard, OXford 4803. J. W. MacNair, pres.; F. J. Buckley, Wm. F. Brandt, G. D. Robertson and Kenneth A. Brainard, vice-presidents; Norman E. Stirling, sec.; H. C. Dolde, treas.; E. B. Hewitt, mgr.
- Womans' Guild, Beverly Hills Community Church**—Mrs. George A. Hormel, pres.; Mrs. Kerr F. Albertson, 1st vice-pres.; Mrs. Fedeick Anderson, rec. sec.; Mrs. Walter Guedel, cor. sec.; Mrs. Melle J. Baker, treas.; Mrs. Homer Day, chairman Finance Committee.

FRATERNAL ORDERS

- Beverly Hills Lodge No. 528, F. & A. M.—Stated meetings first Tuesdays. Lodge rooms third floor Heegaard Building. Harry V Gilbert, worshipful master; N. Carl Peters, senior warden; Lawrence Hegler, junior warden; Frank Harwell, Jr., treas.; W Kent Bishop, sec., OXford 4231.
- Beverly Hills Chapter No. 404, Order of Eastern Star—Meets first and third Fridays in Masonic Hall, third floor Heegaard Building. Zella Barman, CRestview 3413, worthy matron; John Smith, CRestview 3493, worthy patron; Elsie Lynch, OXford 5920, associate matron; Millie Jacobson, sec., OXford 5477.
- Emera Club, Auxiliary of Beverly Hills Chapter No. 404, Order of Eastern Star—Meets second and fourth Thursdays, 2:00 p. m., Masonic Hall, third floor Heegaard Building. Eva Kimball, pres., OXford 8945; Lillie Smith, sec., OXford 7895.
- Beverly Hills Chapter, Order of DeMolay—Meets every Thursday evening at 7:30 at Masonic Hall, Heegaard Building. Wheeler (Dad) Oakman, advisor, 6908 Camrose Ave., Hollywood; Harry Hayden Whiteley, chairman of advisory council, 331½ No. Beverly Drive, OXford 1618; Kenneth Sale, scribe, CRestview 14274.
- Beverly Hills Shrine Club—Jesse E. Jacobson, pres., CRestview 3194; Chas. C. Blair, vice-pres., OXford 6181; Arthur Lynch, treas.; Louis E. Stoner, sec., OXford 4070; P O. Box 604.

BUILDINGS

- Arcade Building 9430 Santa Monica blvd and 450 N Beverly dr
 Barman Building 8358 Wilshire blvd
 Barton Building 143½ S Beverly dr
 Beaudette Building 415½ N Beverly dr
 Beaumont Building 9538 Brighton way
 Beverly Professional Building 9615 Brighton way CR 8306
 Book Building 455 N Rodeo dr
 Brennan Building Dayton way cor Rodeo
 California Bank Building 9441 Wilshire blvd OX 9803
 Chamber of Commerce Building 9437 Santa Monica blvd CR 5205
 Citizen Building 322 N Rodeo dr
 Erb Building 331½ N Beverly dr
 First National Bank Building 9470 Santa Monica blvd
 Griffith Building 339 N Beverly dr
 Heegaard Building 9507 Santa Monica blvd
 Kennedy-Pritchard Bldg Santa Monica & Camden
 Krause E J Building 9401 Brighton way OX 1036
 Longyear Bldg Brighton way & Beverly dr
 Midway Building 9533 Brighton way
 Newman Building 457 No Canon dr
 Padway Mortgage Building 323 N Beverly dr
 Peoples Mutual Building 8800 Wilshire at Robertson blvd
 Reeder Building 437½ N Beverly dr
 Rees Building 9713 Santa Monica blvd
 Robertson Bldg 102 S Robertson blvd
 Scholl Building 441 N Beverly dr
 Schurz Bldg 357½ N Beverly dr
 Warner Bros Theatre Bldg 9408 Wilshire blvd
 Wilshire-Preuss Building 101 N Robertson blvd
 Wilshire Theatre Bldg 202 S Hamilton dr